

**CITY OF AUSTIN  
OFFICE OF SUSTAINABILITY  
PROPOSAL PREPARATION INSTRUCTIONS AND EVALUATION FACTORS  
SOLICITATION NUMBER: RFP JRD0310**

**1. PROPOSAL FORMAT**

Submit one (1) original and one (1) exact scanned electronic versions of the Proposal. The original Proposal shall contain original ink signatures. Proposals shall be typed on standard paper and have consecutively numbered pages. Proposals shall be organized in the following format and information sequence. Use tabs to divide each part of your Proposal and include a Table of Contents. Proposers should provide all details in the Proposal as required in the Section 0500 - Scope of Work and any additional information you deem necessary to evaluate your Proposal.

**Tab 1 – Executive Summary**

Provide an Executive Summary of three (3) pages or less describing your understanding of the requested work and a brief summation of your firm's distinguishing strengths.

**Tab 2 – City of Austin Purchasing Documents:**

Complete and submit the following documents:

- A. Offer and Award Sheet
- B. Section 0605 - Local Business Presence Identification Form
- C. Section 0700 - Reference Sheets
- D. Section 0835 - Non-Resident Bidder Provisions
- E. Completed and Signed Section 0900 **No Goals Utilization Plan (if applicable). If you will be utilizing subcontractors, you must contact the Small and Minority Business Resources Department (SMBR) at (512) 974-7600 to obtain a list of MBE and WBE firms available to perform the service and include the completed 0900 No Goals Utilization Plan with your proposal packet. Include the 0900 No Goals Utilization Plan in Tab 1d. You can download the 0900 No Goals Utilization Plan at <http://www.austintexas.gov/departments/standard-bid-documents>**

**Tab 3 – Authorized Negotiator:**

Include name, address, and telephone number of person in your organization authorized to negotiate Contract terms and render binding decisions on Contract matters.

**Tab 4 – Professional Experience & Capabilities:**

Describe your firm's experience and capabilities for the services and deliverables listed in the 0500 - Scope of Work. Include any prior experience with the City of Austin, Office of Sustainability, and City municipalities in general.

**Tab 5 – Team Qualifications:**

Identify the specific Project Manager and Graphic Designer who will be assigned to this work, as well as any other individuals who may be necessary to execute the projects described. Provide resumes for each team member, specifying each individual's relevant project experience.

**Tab 6 – Quality of Graphic Design:**

For the individuals proposed for this assignment, please provide at least three recent examples of creative design work, identified by individual. Examples of your firm's graphic design work may be referenced by providing the URL for specific pages on the company's web site.

**Tab 7 – Cost Proposal:**

Provide the standard hourly billing rate for each individual proposed to work on the project.

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**Tab 8 – Additional Information:**

Please describe your firm's eco-friendly business practices (power, water, waste, transportation, etc.).

**Tab 9 – Exceptions to the Proposal:**

The Proposer shall clearly indicate each exception taken and indicate the alternative language along with the business need for the alternative language. The failure to identify exceptions or proposed changes with a full explanation will constitute acceptance by the Proposer of the Solicitation as proposed by the City. The City reserves the right to reject a Proposal containing exceptions, additions, qualifications or conditions not called for in the Solicitation.

**Tab 10 – Proposal Acceptance Period:**

All Proposals are valid for a period of one hundred and eighty (180) calendar days subsequent to the RFP closing date unless a longer acceptance period is offered in the Proposal.

**2. PART VIII - NON-COLLUSION, NON-CONFLICT OF INTEREST, AND ANTI-LOBBYING:**

- i. On November 10, 2011, the Austin City Council adopted Ordinance No. 20111110-052 amending Chapter 2-7, Article 6 of the City Code relating to Anti-Lobbying and Procurement. The policy defined in this Code applies to Solicitations for goods and/or services requiring City Council approval under City Charter Article VII, Section 15 (Purchase Procedures). During the No-Contact Period, Offerors or potential Offerors are prohibited from making a representation to anyone other than the Authorized Contact Person in the Solicitation as the contact for questions and comments regarding the Solicitation.
- ii. If during the No-Contact Period an Offeror makes a representation to anyone other than the Authorized Contact Person for the Solicitation, the Offeror's Offer is disqualified from further consideration except as permitted in the Ordinance.
- iii. If a Respondent has been disqualified under this article more than two times in a sixty (60) month period, the Purchasing Officer shall debar the Offeror from doing business with the City for a period not to exceed three (3) years, provided the Respondent is given written notice and a hearing in advance of the debarment.
- iv. Offerors submitting Offers and signing the Cover Sheet on this Solicitation agree to Section 0810, Non-Collusion, Non-Conflict of Interest, and Anti-Lobbying Affidavit certifying that the Offeror has not in any way directly or indirectly made representations to anyone other than the Authorized Contact Person during the No-Contact Period as defined in the Ordinance. The text of the City Ordinance is posted on the Internet at: <http://www.ci.austin.tx.us/edims/document.cfm?id=161145>

**3. PROPRIETARY INFORMATION:**

All material submitted to the City becomes public property and is subject to the Texas Open Records Act upon receipt. If a Proposer does not desire proprietary information in the Proposal to be disclosed, each page shall be identified and marked proprietary at time of submittal. The City will, to the extent allowed by law, endeavor to protect such information from disclosure. The final decision as to what information shall be disclosed, however, lies with the Texas Attorney General. Failure to identify proprietary information will result in all unmarked sections being deemed non-proprietary and available upon public request.

**4. PROPOSAL PREPARATION COST:**

All costs directly or indirectly related to preparation of a response to the RFP or any oral presentation required to supplement and/or clarify a Proposal which may be required by the City shall be the sole responsibility of the Proposer.

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**5. EXCEPTIONS:**

Be advised that exceptions to any portion of the Solicitation may jeopardize acceptance of the Proposal.

**6. EVALUATION FACTORS AND AWARD:**

A. **Competitive Selection:** This procurement will comply with applicable City Policy. The City, on a rational basis, will select the successful Proposer. Evaluation factors outlined in Paragraph (B) below shall be applied to all eligible, responsive Proposers in comparing Proposals and selecting the successful Proposer. Award of a contract may be made without discussion with Proposers after Proposals are received. Proposals should, therefore, be submitted on the most favorable terms.

**B. Evaluation Factors: Maximum 100 points.**

All Proposals will be evaluated based on the following criteria and rankings.

- i. **Demonstrated Company Experience and Personnel Qualifications:**  
Proposals will be awarded points based on relevant project experience.  
Maximum points will be awarded for companies and proposed personal with the most relevant experience. **(35 points)**
- ii. **Quality of Graphic Design and Creative Projects:** Examples of creative work will be evaluated for their responsiveness to the project scope of work, and creative solution to specific communications objectives. **(35 points)**
- iii. **Cost Proposal:** Proposer with the lowest billing rates will be awarded the maximum points; other proposers will be awarded points on a pro-rated basis. **(10 points)**
- iv. **Eco-Friendly Business Practices:** Proposers will be awarded points based on their environmentally-friendly business operations and policies. **(10 points)**
- v. **Local Business Presence:** **(Maximum 10 points)**

<b>Team's Local Business Presence</b>	<b>Points Awarded</b>
Local business presence of 90% to 100%	10
Local business presence of 75% to 89%	8
Local business presence of 50% to 74%	6
Local business presence of 25% to 49%	4
Local presence of between 1 and 24%	2
No local presence	0

- vi. **Optional Interviews:** Interviews may be conducted at the discretion of the City. The City will score Proposals on the basis of items 1-4 above. The City may select a "short list" of Proposers based on those scores. "Short-listed" Proposers may be invited for interviews with the City. The City reserves the right to negotiate the actual contract scope of work and cost after submission. **(Additional Maximum 25 points)**